

LinkedIn

for the Sales Professional

Advanced Strategies and Techniques

Presented by Wayne Breitbarth

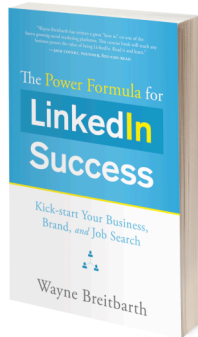
- I. **Advanced People Searching – Still the best feature on LinkedIn** [“LinkedIn People Searching” handout]
 - A. How to search
 - B. LinkedIn Connections Continuum – What is your strategy? [Handout]
 - C. Most connected [“Finding the ‘Most Connected’ People Can Pay Big Dividends” handout]
- II. **Profiles – “Gold in Them Thar Hills”**
 - A. Customers’ personal profiles
 - 1. Keywords
 - 2. Job Experiences
 - 3. Recommendations
 - 4. LinkedIn Groups
 - 5. Groups and Associations
 - 6. Interests
 - 7. Charitable Interests
- III. **Search Status Updates** [“Searching Status Updates” handout]
- IV. **Posting Status Updates** [“7 Good (and bad) Ways to Use the Status Update Box” handout]
- V. **Joining Groups** [“LinkedIn Groups—Ca\$h in on this Powerful Tool” handout]
- VI. **Keyword Profile Optimization** [“Keywords: The Key to Being Found On LinkedIn” handout]
- VII. **Company Profile Procedure and Keyword Optimization**
- VIII. **InMails – Guaranteed Response**
- IX. **Additional Resources**
 - A. My book: “The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search”
 - B. Free resources on my website: www.powerformula.net [Check often – always adding more!]
 - 1. *Power Formula For LinkedIn Success* sample chapter
 - 2. “How to Get the Most Out of LinkedIn in Just 15 Minutes Per Day”
 - 3. “LinkedIn Business Development – The Top 10 ‘Gotta Do’s”

4. "2011 LinkedIn User Survey Summary Results"

- C. LinkedIn.com Learning Center
- D. For daily tips, follow me on Twitter: @WayneBreitbarth
- E. DVDs – "LinkedIn Speed Training for Beginners" – Wayne Breitbarth
 - "Intermediate LinkedIn Power Formula Training" – Wayne Breitbarth
 - "LinkedIn for the CEO" – Wayne Breitbarth
 - "LinkedIn for Non-Profits" – Wayne Breitbarth
 - "LinkedIn for the Human Resources Professional" – Wayne Breitbarth
- F. Join Wayne's "Power Formula" LinkedIn group
- G. Read Wayne's blog at www.powerformula.net
- H. Sign up for Wayne's weekly LinkedIn tips at www.powerformula.net

XI. Other Services Wayne Provides

- A. Customized corporate training classes
- B. Keynote and workshop presentations for conventions and association meetings
- C. Corporate social media strategy consulting



Look for my book on
Amazon.com,
800ceoread.com, or in a
bookstore near you!

Download a FREE CHAPTER
at www.powerformula.net

CONTACT INFORMATION

Wayne Breitbarth – Power Formula LLC
10806 N. Wyngate Trace, Mequon, WI 53092
(414) 313-7785 wayne@powerformula.net
www.Linkedin.com/in/waynebreitbarth
www.twitter.com/WayneBreitbarth
www.powerformula.net